

UNITED  FRESH  
**BRANDSTORM**  
{ **NOV. 1-2, 2015** SAN FRANCISCO }



**SCHEDULE AT A GLANCE**

*\*As of August 19, 2015. Speakers and Sessions subject to change.*

SUNDAY, NOVEMBER 1

3:00 p.m. – 4:00 p.m.

Opening General Session  
**Brand-storming – Rain or Shine**

4:00 p.m. – 6:00 p.m.

Welcome Reception

MONDAY, NOVEMBER 2

8:00 a.m. – 9:30 a.m.

Breakfast & General Session  
**The Produce Consumer & Culinary Forecast**

9:45 a.m. – 10:45 a.m.

Concurrent Workshops  
**1. Building a Brand Narrative**  
**2. Marketing by Design: Managing the Creative Process**

10:45 a.m. – 11:15 a.m.

Break & Discussion Dens

11:15 a.m. – 12:15 p.m.

Concurrent Workshops  
**1. Rules for a Winning Brand Launch**  
**2. Battling Marketing Channels: Maximizing Your Opportunities**

12:15 p.m. – 2:15 p.m.

Lunch & General Session  
**Boomers, Gen Xers & Millennials, OH MY!**

2:15 p.m. – 2:45 p.m.

Break

2:45 p.m. – 3:45 p.m.

**Atmosphere Disturbances: Tying It All Together**

3:45 p.m. – 4:15 p.m.

Case Study Reports & Feedback

4:15 p.m. – 5:15 p.m.

Closing General Session

**Where's the Pot of [Brand] Gold?**

**TUESDAY, NOVEMBER 3**

All Day Event

Post Conference Tour (*Optional*)